

Serial No.: 10/646,183  
Amdt. dated May 12, 2008  
Reply to Advisory Action of April 10, 2008

PATENT  
PD020083  
Customer No. 24498

#### Remarks/Arguments

To advance the prosecution of this application following the Final Office Action mailed 24 September 2007 and the subsequent Advisory Action mailed 10 April 2008, applicants have cancelled pending claims 1-12 and replaced them with new claims 13-22. New claims 13-22 correspond to the claims in applicants' now allowed European application.

Applicants newly submitted claims 13-22 recite a technique for processing video data for display on a display device using sub-field code words to control pixel brightness. In accordance with applicants' claimed technique, the video picture is transformed using a non-linear function representing the Weber-Fechner law before the picture is dithered. Moreover, the sub-field weights are adapted to grow according to an inverse of the non-linear function representing the Weber-Fechner law to integrate the inverse transformation of the dithered video picture into the sub-field coding. None of the cited art, alone or in any combination, teaches this feature of applicants' invention.

#### 35 U.S.C. 103(a) Rejection of Claims 1-12

Claims 1-12 stand Finally Rejected under 35 U.S.C. §103(a) as obvious over U.S. Patent Application Publication 2003/0052841, published 20 March 2003 in the name of Yoshito Tanaka et al., in view of US Patent 5,371,515 issued 6 December 1994, in the name of Stuart Wells et al., further in view of U.S. Patent 6,646,625, issued 11 November 2003, in the name of Tetsuya Shigeta et al.

As discussed in applicants' previous response, the Tanaka et al. published application relates to a method of controlling the luminance of a Plasma Display Device (PDP) by varying the display luminance according to a luminance level. In particular, applicants' acknowledge that Tanaka teaches driving the device by dividing each field into sub-fields and weighting the sub-fields (See Paragraph [0101] at page 4 of the Tanaka et al. published patent application). However, Tanaka et al. fails to teach several features of applicants' newly amended claims 13-22. In particular, the Tanaka et al. published application fails to teach applicants' technique for dithering the video picture data to transform the video picture data according to a non-linear function representing the Weber-Fechner-law before dithering. Further, the Tanaka et al. publication does not teach applicants feature of sub-field coding the dithered video

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picture data for displaying specific code in which corresponding bit entries avoid activating sub-field between two activated sub-fields, and wherein sub-field weights are adapted to grow according to the inverse of the non-linear function representing the Weber-Fechner-law, thereby integrating the inverse transformation of the dithered video picture data in the step of sub-field coding.

Applicants submit that the Wells et al. patent discloses the desirability of performing non-linear dithering. However, like the Tanaka et al. publication, the Wells patent et al. patent says nothing regarding the desirability of transforming the picture according to a non-linear function representing the Weber-Fechner law.

The Shigeta et al. patent, which the examiner has cited to show the desirability of growing sub-fields according to an inverse of the retinal function, also does not disclose or suggest transforming the picture according to a non-linear function representing the Weber-Fechner law.

In short, none of the cited references or any combination thereof, teaches the features of applicants' newly amended claims. Therefore, the claims are non-obvious in view of, and patentable over the art of record.

#### Conclusion

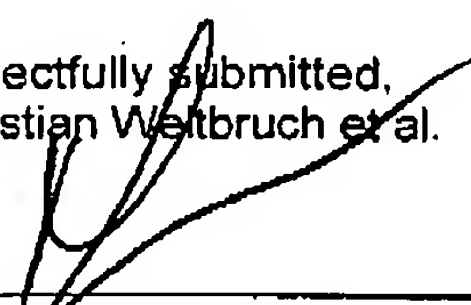
In view of the foregoing amendments to the claims and the accompany remarks, applicants solicit entry of this amendment and allowance of the claims. If, however, the Examiner believes such action cannot be taken, the Examiner is invited to contact the applicant's attorney at (609) 734-6820, so that a mutually convenient date and time for a telephonic interview may be scheduled.

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It is believed that no additional fees or charges are currently due. However, in the event that any additional fees or charges are required at this time in connection with the application, they may be charged to applicant's representatives Deposit Account No. 07-0832.

Respectfully submitted,  
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